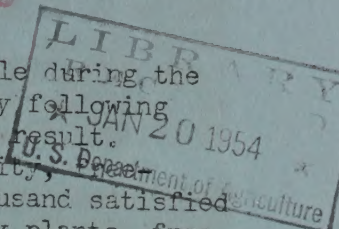


62.25

PELARGONIUMS

WHOLESALE PRICE LIST

JANUARY, 1954



Pelargoniums are one of the favorite blooming pot plants for sale during the spring months. WE ENCLOSE A CULTURAL LEAFLET WITH EACH SHIPMENT. By following these suggestions, top-quality plants, full of buds and blooms, will result.

For the past 39 years we have specialized in producing top-quality flowering Pelargoniums for the wholesale florist trade. Several thousand satisfied customers is the result of our constant effort to always ship healthy plants, free from disease or insects.

Every variety we grow is satisfactory for pot plant culture. If you are not acquainted with variety names, specify the color, or colors, you desire, and we will choose the proper varieties for you.

STANDARD VARIETIES

The following 26 varieties have been selected by us during the past 39 years as excellent varieties for pot plant culture.

- AZALEA: Rosy red. Free bloomer with large flowers. Strong grower.
BEVERLY HILLS: Lilac-pink. Good grower. Makes well shaped plant.
EASTER GREETING: Bright red with black blotch. Waved petals. Blooms early.
EDITH CAVELL: White with maroon eyes. Large flower. Free, early bloomer.
EDITH NORTH: Salmon pink, with dark blotches. Very vigorous grower. Early.
GARDENER'S JOY: White with blotches of deep brown. Large cluster of flowers.
GERMAN GLORY: Lilac-pink flowers. Good bloomer. Large flowers.
GIANT VENUS: Delicate rose-pink. Maroon blotches on 2 upper petals.
GROSSMAMA FISCHER: Clear salmon color. Large ruffled flowers. Makes stocky plants.
LAVENDER QUEEN: Lavender with purple blotches. Long flowering period.
LOIS MAC KAY: Clear rose-pink with maroon blotch. Large head of bloom.
LUCY BECKER: Rose pink with maroon and red blotches. Blooms early.
MAC KAY NO. 2: Bright salmon-pink. Large heads of flowers.
MAC KAY NO. 10: White with maroon blotches on 2 upper petals. Strong grower.
MAC KAY NO. 12: Light lavender with purple blotches. Petals slightly waved.
MACKENSEN: Fiery rose pink without blotches. Large ruffled petals.
MARIE VOGEL: Rosy red, shaded with salmon, with dark blotches on 2 upper petals, Large, slightly waved flowers. Free, early bloomer. Very good.
MRS. F. BACHLER: Deep rose-red. Similar to Easter Greeting, but has a darker, richer color. Large flowers. Makes a quick, strong growth.
MRS. LAYAL: True pansy pelargonium. Flowers resemble a pansy. Colored white, dark purple, black, etc. Begins blooming early in March. Makes compact plant continually covered with blooms. Very popular.
MRS. MARY BARD: Pure white with light pink veinings. Compact grower.
ORCHID EDITH NORTH: Orchid with dark blotches. Flowers lightly waved. Blooms freely. Strong growing variety.
PINK VOGEL: Clear pink, with dark blotches. Flowers waved. Free, early bloomer.
SANTA MONICA: Shell pink with carmine blotches. Early blooming variety.
SALMON SPRINGTIME: Bright salmon shading to white, with white throat.
SPRINGTIME: Distinctive bright pink color, with throat of almost pure white. Flowers daintly ruffled. Long period of bloom, beginning in April.
SWABIAN MAID: Salmon flowers with black blotches. Early blooming variety.

<u>SIZE</u>	<u>Per Dozen</u>	<u>Per 100</u>	<u>Per 1000</u>
Rooted Cuttings	\$2.40	\$15.00	\$150.00
(Orders for rooted cuttings must be received at least 4 weeks before desired delivery date to insure delivery on date specified)			
2½ inch	2.90	20.00	190.00
3 inch	3.85	28.00	270.00

NEWER VARIETIES

The following 16 newer varieties are also suitable for pot plants. Many are superior to the standard varieties. Notice the different colors--lilac, shell pink, "black", orange, tri-colors, reds, pinks, and salmons.

- AMANDA: Reddish orange to scarlet with white center. Compact growth habit.
BALLERINA: Soft shell pink. Large ruffled flowers. Makes well shaped plants.
ERNEST BRUNTON: Carmine red, with two upper petals almost solid crimson.
JAMES WELDON: Dark bronze, shading to strawberry pink. Large flowers.
JESSIE JARRETT: Dark violet, with touch of rose and maroon. Good dark variety.
JOAN FONTAINE: Dark purple, shading to lavender on edge of petals.
JOHN WINTERMUTE: Deep raspberry-rose overlaid with maroon.
LUCY ANN LESLIE: (Same as Lady Leslie) Rose pink, with velvety crimson blotch.

(Continued on other side)

(Please read terms of sale on other side before ordering.)

NEWER VARIETIES (cont'd)

LOWELL: Vivid scarlet red with black blotches. Distinctive leaves. Well shaped.
 MARTHA DU BOIS: Brilliant salmon, shading to rose in center of petals.
 MARIE ROBER: Magenta purple to black. All petals ruffled.
 MARY ELIZABETH: Soft rose pink. Strong upright growth. Free blooming.
 PEACH BLOW: Strawberry peach with pale pink edge. Medium bushy growth.
 RHAPSODY: Tri-color effect with lower petals salmon pink, tinted orange; two top petals velvety crimson-black. Large, waved petals.
 SALMON SPLENDOR: Salmon, with apricot undertone. Large head of bloom.
 STARDUST: Palest lilac. Very large flowers with ruffled petals. Free flowering.

<u>SIZE</u>	<u>EACH</u>	<u>PER DOZEN</u>	<u>PER 100</u>
2½ inch	40¢	\$3.60	\$25.00
3 inch	50¢	4.70	34.00

1953 INTRODUCTION

AND OTHER OUTSTANDING VARIETIES INTRODUCED IN RECENT YEARS

The following 7 varieties are some of the more recent introductions. "Baby Snooks", a 1953 introduction, is the newest Pelargonium on the market. All of these varieties are outstanding in their color range, and all are excellent for pot plant culture.

BABY SNOOKS: This is a new color in the Pansy Pelargonium class. Lower petals palest orchid pink; top petals same ground color, heavily veined rose-violet, with deep red-black blotch in center, flushed raspberry toward petal edges. Very free flowering.
 CHICADEE: Another Pansy Pelargonium. Lavender. Upper petals, deep violet blotches. Lower petals, violet eyes. Medium sized pansy flowers. Attractive.
 CIRCUS DAY: Pink, Upper petals deep pink with medium large velvety, brown-lilac blotches flushed with salmon. Large heads of very large flowers.
 CONSPICUOUS: Shining oxblood or wine red, with elongated black spot in lower petals, veining and blotch in top petals; waved petals edged with a black hair-line. Very large and free flowering. Conspicuous is one of the showiest and most distinct varieties to be introduced in years.
 COVER GIRL: Soft pink, with white throat. Upper petals veined from base to medium sized deep crimson spot. No markings on lower petals. Large round, beautifully ruffled flowers. Very free flowering.
 GAY NINETIES: White upper petals, with medium sized blotches. Lower petals with a few veins to center. Beautiful large round ruffled flowers.
 GRAND SLAM: Rosy red, with slight salmon undertone. Top petals with velvety red-brown spot, flushed salmon to petal edges. Large flower heads of waved petals. Makes an excellent pot plant.

<u>SIZE</u>	<u>EACH</u>	<u>6 OR MORE</u>
2½ inch	50¢	45¢ each
3 inch	65¢	60¢ each

TERMS OF SALE

3% discount for cash with order: 2%/10days; net/30 days

ALL PLANTS PRICED OUT OF POTS

POT PRICES WHEN PLANTS ARE SHIPPED IN NEPONS® PAPER POTS

2½ inch - \$1.25 per 100 3 inch - \$1.25 per 100

NO PACKING CHARGE

Less than 6 of a variety at the "each" rate

6 of a variety at the dozen rate

25 of a variety at the 100 rate

250 of a variety at the 1000 rate

ALL SHIPMENTS MADE BY RAILWAY EXPRESS UNLESS ADVISED OTHERWISE

CLAIMS

If there is any damage or loss due to delay enroute, freezing, or breakage due to mishandling, report such loss to your express agent immediately upon discovery. Then obtain a bad order report (express form 679) and file a claim.

(For claims against the postoffice, see your local postmaster)

OUR GUARANTEE

We endeavor to make every shipment satisfactory to our customer. If any shipment is not as we represent, please report to us at once. We will write promptly to you.

SUBSTITUTIONS

If no substitution is desired, please so indicate on your order. Otherwise to make prompt delivery, we will feel free to substitute similar varieties if necessary. Thank you.

HENLEY FLORAL COMPANY

(R. M. Henley, Florist)

R. M. Henley

Wm. R. Henley

PELARGONIUM SPECIALISTS

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Phone 175